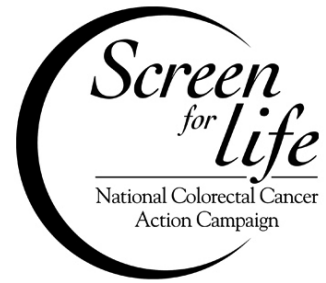


## 2002 Radio PSA Transcripts



### Conscience (:30)

**Man:** I turned 50 a month ago, and my conscience keeps saying.

**Conscience:** (SAME VOICE, ONLY WITH ECHO/MANIPULATION FOR CONTRAST) Get tested for colorectal cancer.

**Man:** See, I know colorectal cancer is the number two cancer killer, but...

**Conscience:** Get tested for colorectal cancer.

**Man:** I've heard it starts with no symptoms.

**Conscience:** Get tested for colorectal cancer.

**Man:** (Exasperated) Okay, conscience! I'll talk to my doctor about getting tested for colorectal cancer, now will you be quiet?

**Conscience:** Sure (PAUSE). Lose 10 pounds.

**Man:** (GROAN)

**Announcer:** Colorectal cancer screening saves lives. Brought to you by the U.S. Department of Health and Human Services.

### The Life You Love (:30)

**Announcer:** This is going out to all you folks who love life. If you're over 50, talk with your doctor about getting tested for colon cancer. Because colon cancer starts with no symptoms and it's the number two cancer killer in the U.S. Screening saves lives. So if you're over 50, get tested. And keep on living the life you love. Medicare and most insurance plans help pay for colorectal cancer screening.

### Testimonial (:30)

**Susan:** I didn't know I needed a test for colon cancer. I thought, 'No symptoms. Why bother?' But I was wrong. My doctor said everybody over 50 needs to be tested.

**Doctor:** I advised her to get screened. That's how we found out Susan had polyps. But we were able to remove them before they turned into cancer.

**Susan:** Now I tell everybody about testing. After all, screening saves lives. It may have saved my life!

**Doctor:** So if you're 50 or older, talk to your doctor about getting tested for colorectal cancer.

**Announcer:** Brought to you by the U.S. Department of Health and Human Services.



1-800-CDC-INFO (1-800-232-4636)  
[www.cdc.gov/screenforlife](http://www.cdc.gov/screenforlife)

## Cowboy (:30)

**Cowboy:** There's something out there you need to know about: colorectal cancer: the number two cancer killer in the U.S. of A. You want to stop it, right partner? A screening test can find precancerous polyps so they can be removed before they turn into cancer. So if you're over 50, talk with your doctor about getting tested for colorectal cancer. Screening saves lives. Maybe even yours.

**Announcer:** Medicare and most insurance plans help pay for colorectal cancer screening. Brought to you by the U.S. Department of Health and Human Services.

## Stop This Disease (Version A) (:30)

**Announcer:** If you're 50 or over, this message is for you. Over time, if undetected, colorectal cancer becomes a killer. But screening tests can find it early, when treatment is most effective. Even better, this is one cancer you can prevent. Screening finds pre-cancerous polyps that can be removed before they turn into colorectal cancer. So stop this disease. Talk to your doctor about getting tested. Brought to you by the U.S. Department of Health and Human Services.

## Stop This Disease (Version B) (:30)

**Announcer:** If you're 50 or over, this message is for you. Over time, if undetected, colorectal cancer becomes a killer. But screening tests can find it early, when treatment is most effective. Even better, this is one cancer you can prevent. Screening finds pre-cancerous polyps that can be removed before they turn into colorectal cancer. So stop this disease. Talk to your doctor about getting tested. Medicare and most insurance plans help pay for colorectal cancer screening. Brought to you by the U.S. Department of Health and Human Services.

## How Old? (:30)

**Deniece:** I thought that was strictly a guy's thing?

**Sound effect:** Sound of a newspaper rustling

**Gina:** Apparently not. It says right here men and women should be tested for colorectal cancer.

**Deniece:** How old do you have to be?

**Gina:** Hmmm, let's see. Oh, here it is – "begin getting tested at age 50."

**Deniece:** At 50, huh? Then I have another seven years before...

**Gina:** Before you'll be 58!

**Deniece:** (Laughter) Let's not go there.

**Announcer:** Screening saves lives. If you're over 50, talk to your doctor about getting tested for colorectal cancer. Medicare and most insurance plans help pay for screening. Brought to you by the U.S. Department of Health and Human Services.